

ORDER

Orders	Order / Rev:	<u>543748</u>		
	Alt Order #:	<u></u>		
	Product Desc:	<u>McNamara for Mayor</u>		
	Estimate:	<u></u>		WIFR
	Flight Dates:	<u>04/01/17 - 04/03/17</u>	Primary AE:	<u>Rockford House</u>
	Original Date / Rev:	<u>03/27/17 / 03/27/17</u>	Sales Office:	<u>RCKL</u>
	Order Type:	<u>NORMAL</u>	Sales Region:	<u>Local</u>
Agency	Name:	<u>Friends of Tom McNamara</u>	Billing Type:	<u>Cash</u>
	Buying Contact:	<u></u>	Billing Calendar:	<u>Broadcast</u>
	Billing Contact:	<u></u>	Billing Cycle:	<u>EOM/EOC</u>
		<u>1047 Harlem Blvd</u>	Agency Commission:	<u>15%</u>
		<u>Rockford, IL 61103</u>		
Advertiser	Name:	<u>Tom McNamara for Mayor</u>	New Business Thru:	<u></u>
	Demographic:	<u>HH</u>	Order Separation:	<u>00:15:00</u>
	Product Codes:	<u>Candidate - Local - Mayor</u>	Advertiser External ID:	<u>139079</u>
	Priority:	<u>P-03</u>	Agency External ID:	<u>132211</u>
	Revenue Codes:	<u>AGY, POL, POL-CAND</u>	Unit Code:	<u>General</u>

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/27/17	04/03/17	4	\$4,100.00	\$3,485.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2017	4	\$4,100.00	\$3,485.00	0.00
Totals	4	\$4,100.00	\$3,485.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rockford House	RCKL	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WIFR	04/01/17	04/01/17	NCAA Tournament Game 1 NCAA Tournament Game 1	CM	Various	-----1-	:30	1	\$800.00	P-03	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	03/27/17	04/02/17	-----1-		1			\$800.00		0.00				
N 2	WIFR	04/01/17	04/01/17	NCAA Tournament Game 2 NCAA Tournament Game 2	CM	Various	-----1-	:30	1	\$800.00	P-03	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	03/27/17	04/02/17	-----1-		1			\$800.00		0.00				
N 3	WIFR	04/02/17	04/02/17	The ACM Awards The ACM Awards	CM	Various	-----1	:30	1	\$1,000.00	P-03	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	03/27/17	04/02/17	-----1		1			\$1,000.00		0.00				
N 4	WIFR	04/03/17	04/03/17	NCAA Tournament Champshp NCAA Tournament Champshp	CM	Various	1-----	:30	1	\$1,500.00	P-03	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	04/03/17	04/09/17	1-----		1			\$1,500.00		0.00				
Totals														4	\$4,100.00

ORDER

Orders	Order / Rev:	519083	
	Alt Order #:		
	Product Desc:	McNamara for Mayor	
	Estimate:		WIFR
	Flight Dates:	03/13/17 - 04/04/17	Primary AE: Rockford House
	Original Date / Rev:	02/28/17 / 03/13/17	Sales Office: RCKL
	Order Type:	NORMAL	Sales Region: Local
Agency	Name:	Friends of Tom McNamara	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		1047 Harlem Blvd	Billing Cycle: EOM/EOC
		Rockford, IL 61103	Agency Commission: 15%
Advertiser	Name:	Tom McNamara for Mayor	New Business Thru:
	Demographic:	HH	Order Separation: 00:15:00
	Product Codes:	Candidate - Local - Mayor	Advertiser External ID: 139079
	Priority:	P-03	Agency External ID: 132211
	Revenue Codes:	AGY, POL, POL-CAND	Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/27/17	03/26/17	17	\$4,250.00	\$3,612.50
03/27/17	04/04/17	22	\$5,875.00	\$4,993.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2017	17	\$4,250.00	\$3,612.50	0.00
April 2017	22	\$5,875.00	\$4,993.75	0.00
Totals	39	\$10,125.00	\$8,606.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rockford House	RCKL	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WIFR	03/13/17	04/04/17	23 This Morning @ 6a	CM	6a-7a	MTWTF--	:30	5	\$250.00	P-03	0.00	NM	12	\$3,000.00
				23 This Morning @ 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/13/17	03/19/17	MTWTF--		2				\$250.00		0.00			
		Week: 03/20/17	03/26/17	MTWTF--		3				\$250.00		0.00			
		Week: 03/27/17	04/02/17	MTWTF--		5				\$250.00		0.00			
		Week: 04/03/17	04/09/17	MT-----		2				\$250.00		0.00			
N 2	WIFR	03/13/17	04/04/17	23 Morning Blend	CM	9a-930a	MTWTF--	:30	3	\$75.00	P-03	0.00	NM	10	\$750.00
				23 Morning Blend											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/13/17	03/19/17	MTWTF--		2				\$75.00		0.00			
		Week: 03/20/17	03/26/17	MTWTF--		3				\$75.00		0.00			
		Week: 03/27/17	04/02/17	MTWTF--		3				\$75.00		0.00			
		Week: 04/03/17	04/09/17	MT-----		2				\$75.00		0.00			
N 3	WIFR	03/13/17	04/04/17	23 News @ 5p	CM	457p-530p	MTWTF--	:30	4	\$375.00	P-03	0.00	NM	10	\$3,750.00
				23 News @ 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/13/17	03/19/17	MTWTF--		2				\$375.00		0.00			
		Week: 03/20/17	03/26/17	MTWTF--		2				\$375.00		0.00			
		Week: 03/27/17	04/02/17	MTWTF--		4				\$375.00		0.00			
		Week: 04/03/17	04/09/17	MT-----		2				\$375.00		0.00			
N 4	WIFR	03/20/17	04/03/17	23 News @ 10p	CM	10p-1035p	MTWTF--	:30	2	\$375.00	P-03	0.00	NM	5	\$1,875.00
				23 News @ 10p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

